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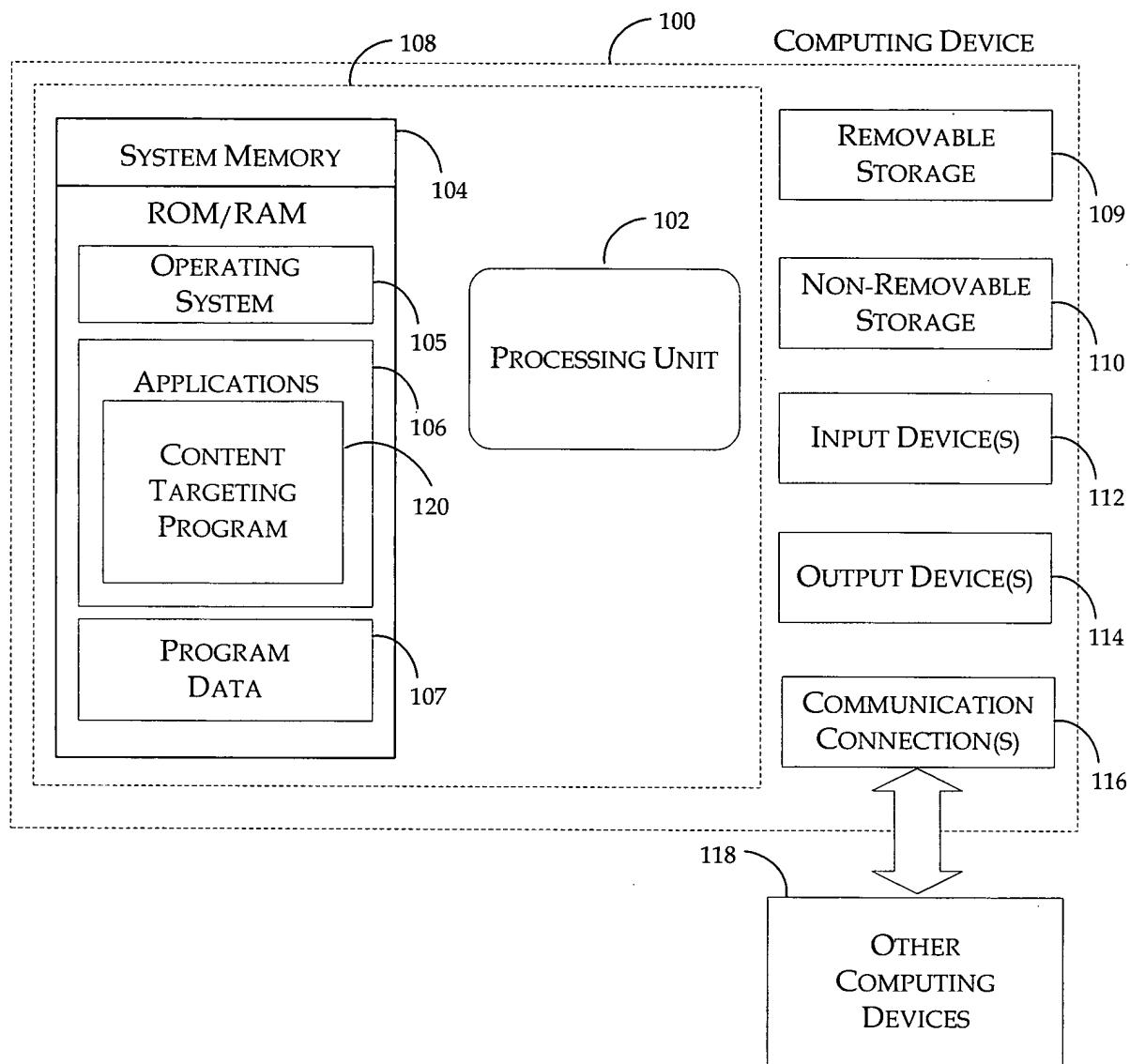
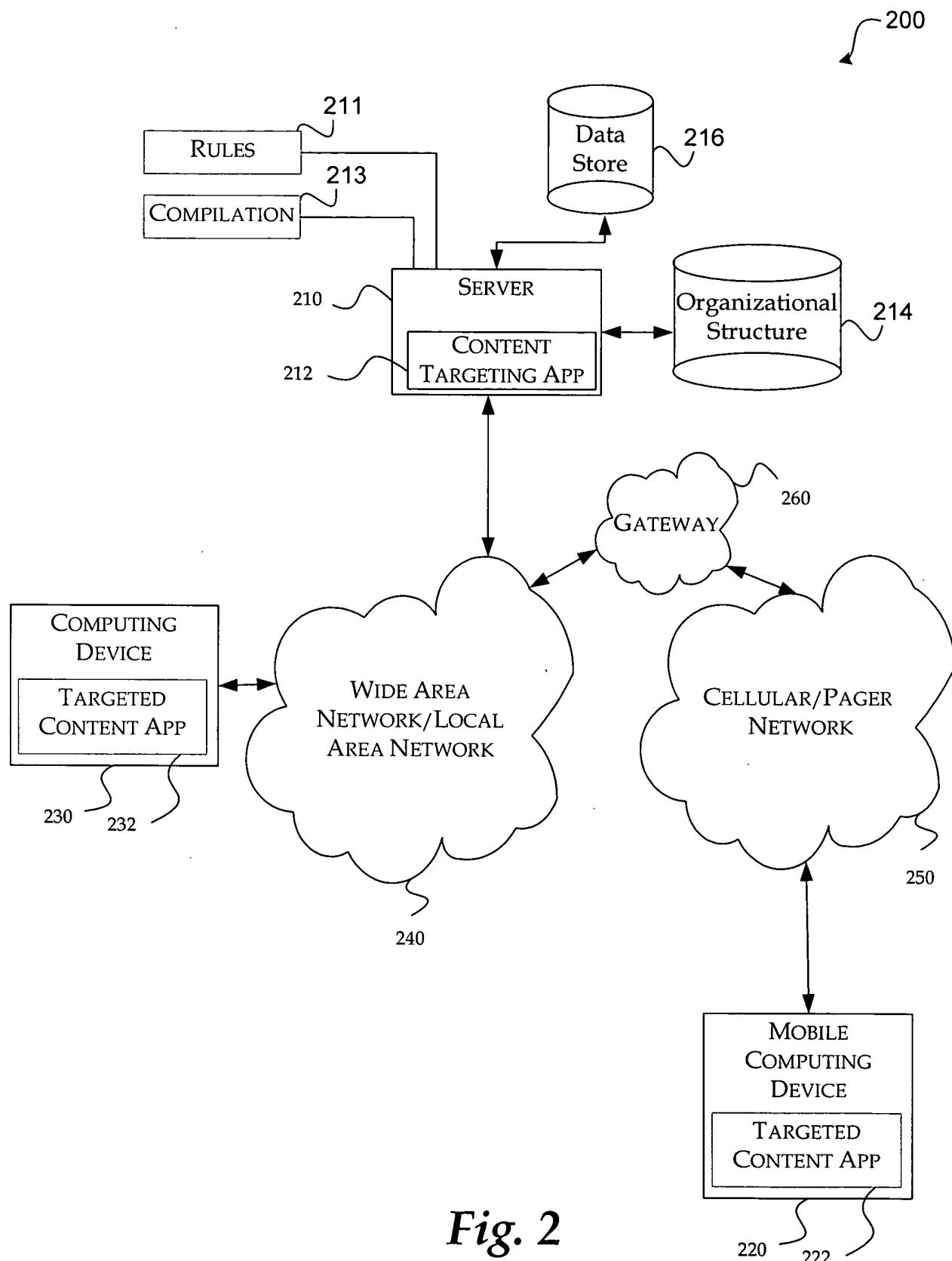


Fig. 1

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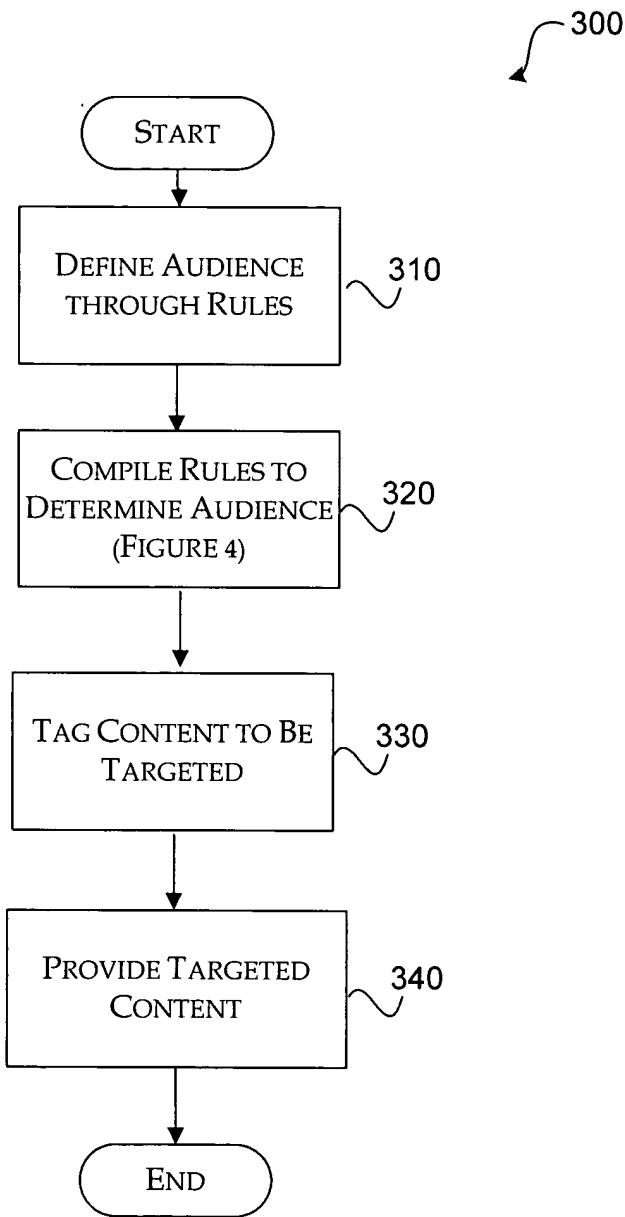


Fig. 3

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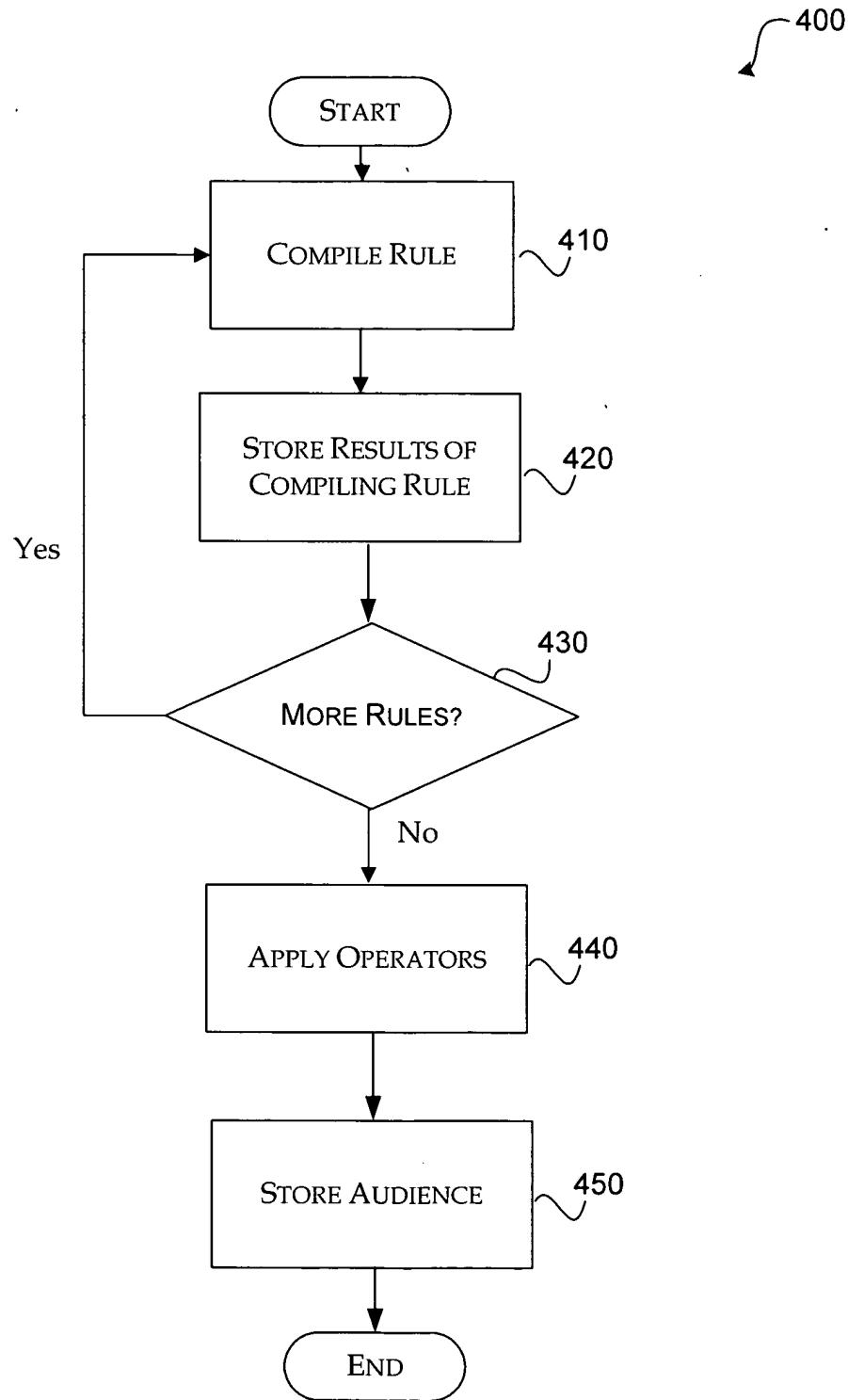


Fig. 4

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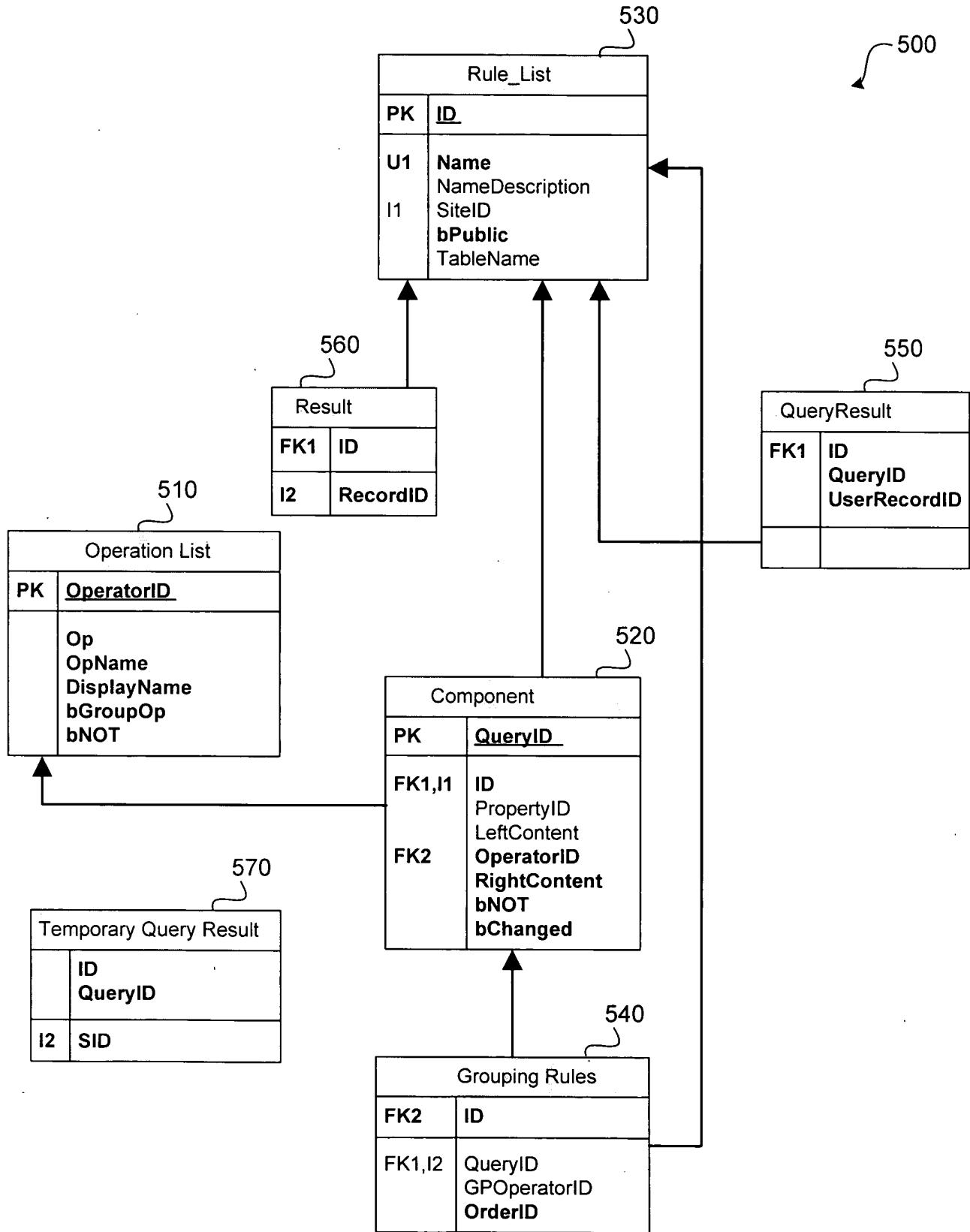


Fig. 5

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600

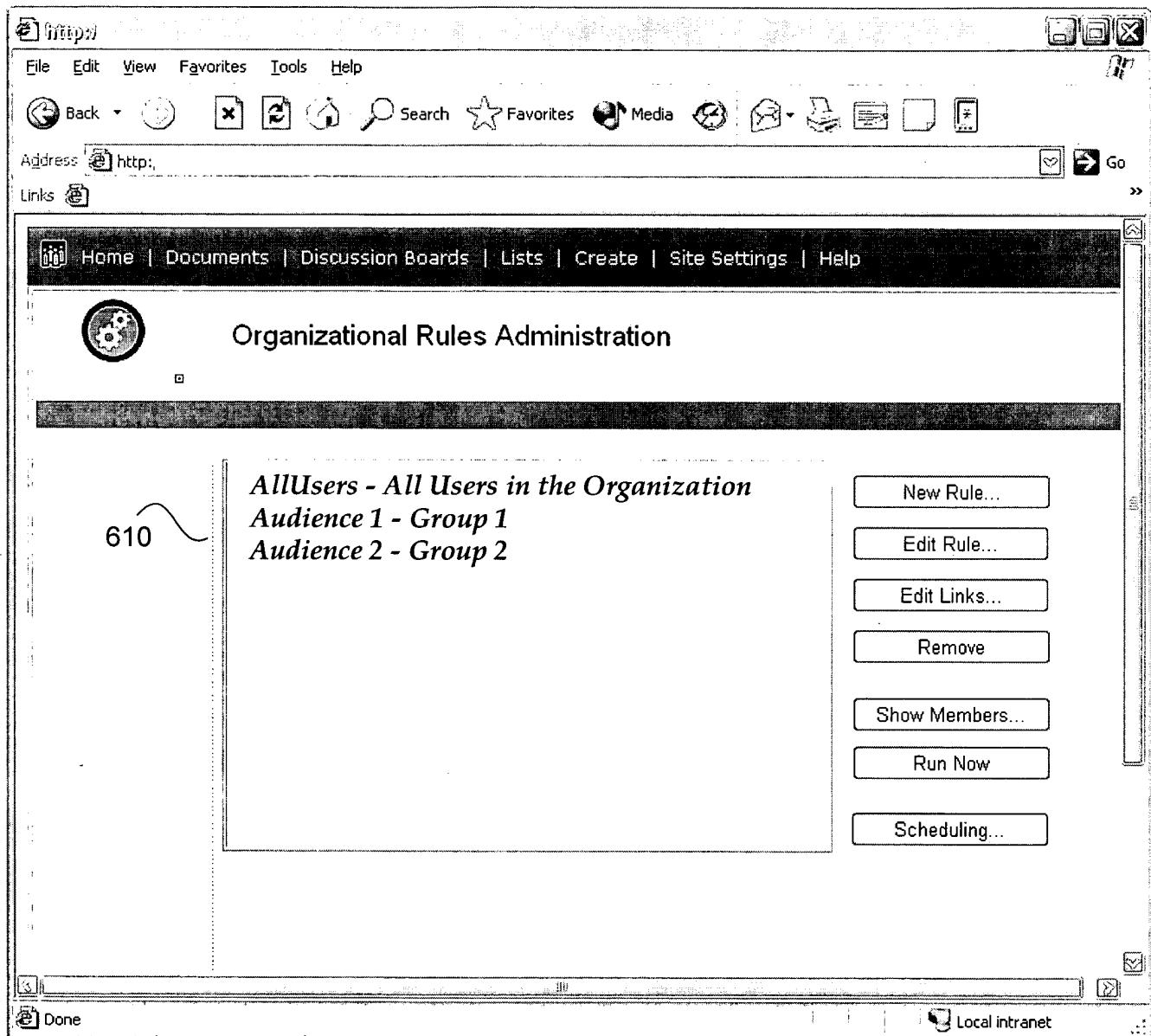


Fig. 6

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700

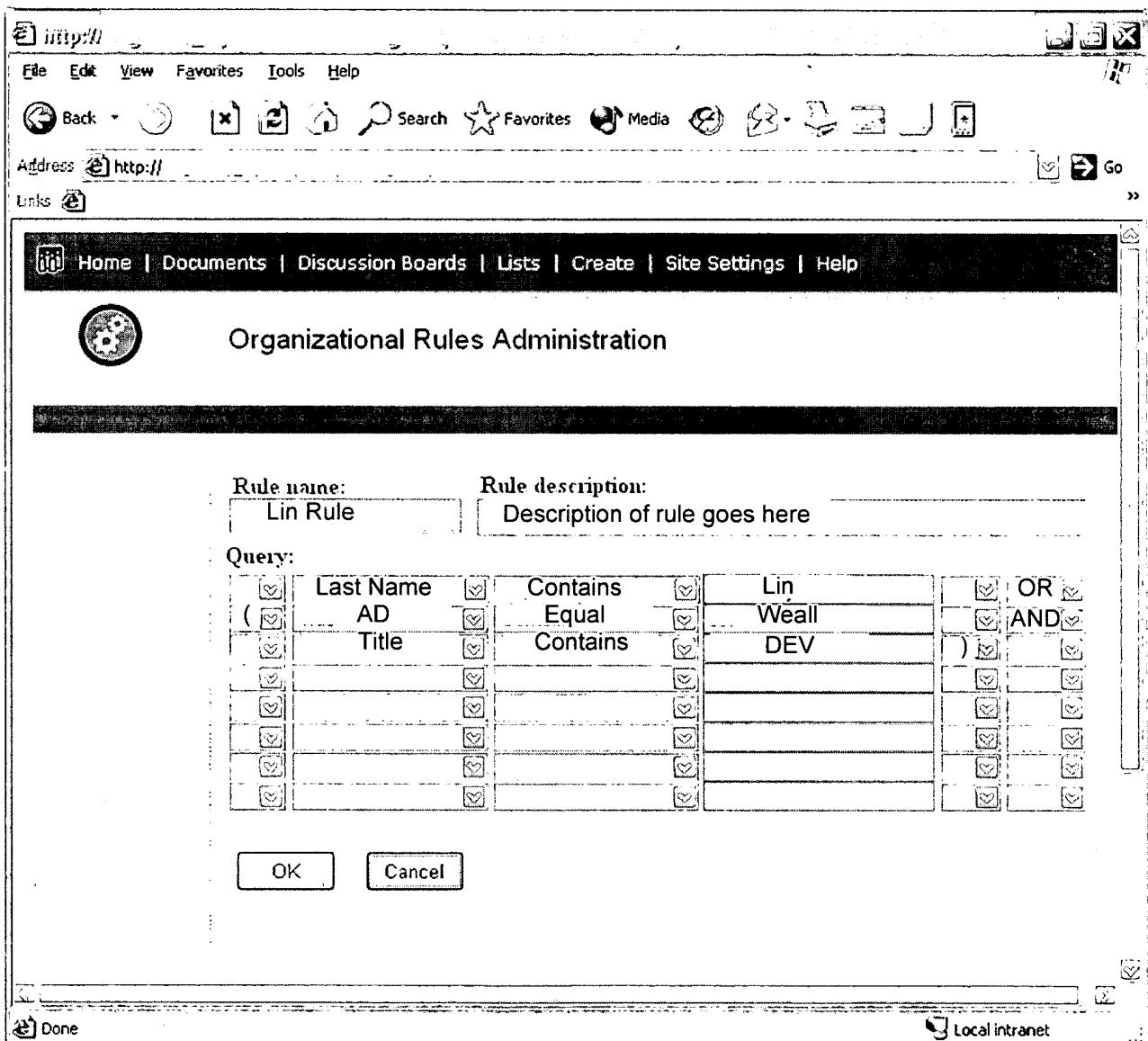


Fig. 7

Title: Content Targeting with Audiences
Inventors: Veeraraghavan et al.
Docket No: M&G 50037.0238US01

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- 800

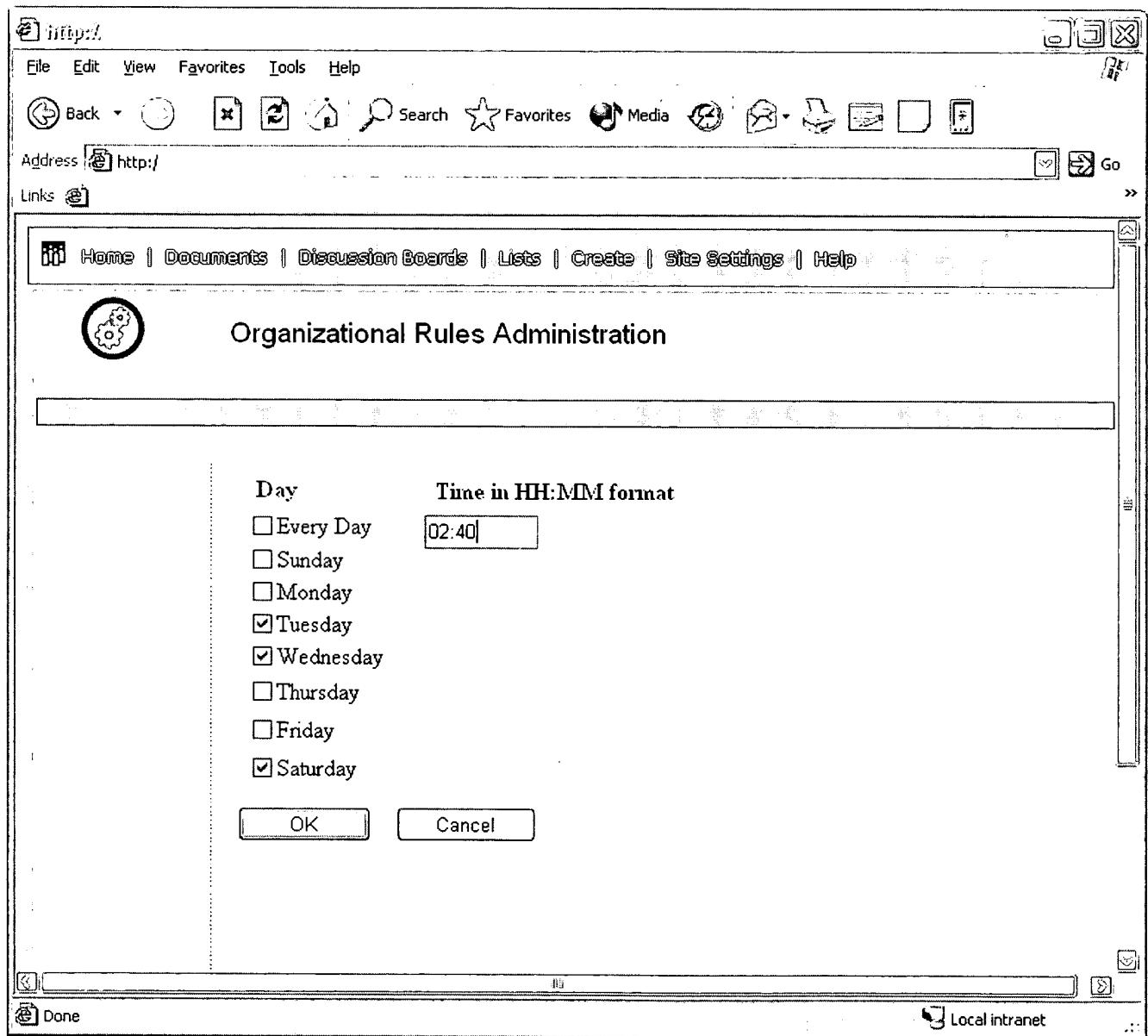


Fig. 8

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900

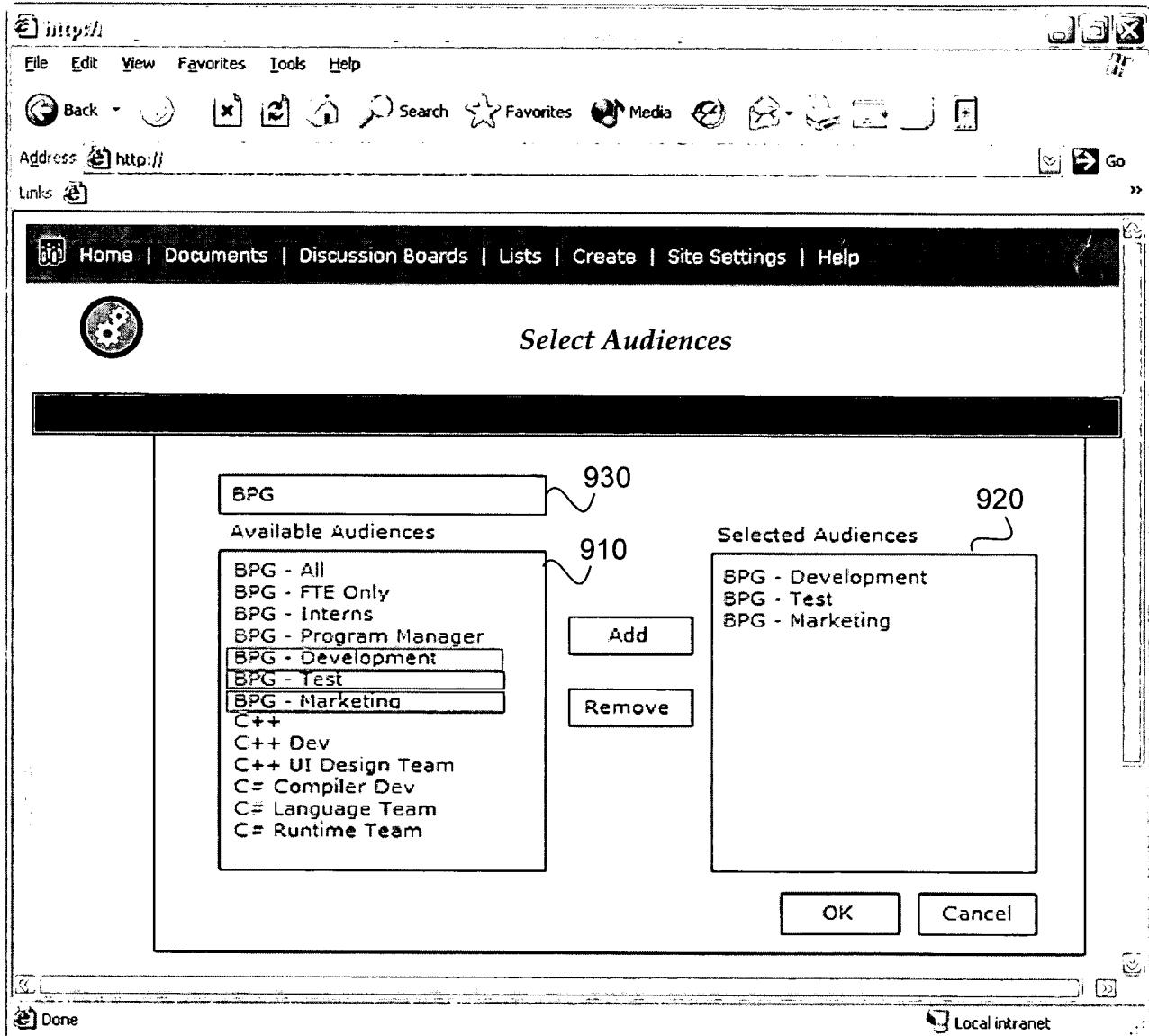


Fig. 9

Title: Content Targeting with Audiences

Inventors: Veeraraghavan et al.

Docket No: M&G 50037.0238US01

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People Administration

File Edit View Favorites Tools Help Links

Back Search Favorites Media Go

Address http://

People Administration Home Site/Server Settings Help

Matrix (SharePoint Portal Server 2003)

Manage Audience Definitions

To target content to an Audience, you need to define them and then compile the definitions for use in the portal.

Related Tasks

- Schedule Compilation
- Check Compiler Status

Total Audience Definitions: 6
Changed since last compilation: 2

Audiences whose name starts with FIND

Audience Name	Description	Last Compiled	# of members
BPGFTE	Full time staff of BPG	<not compiled>	
MSGeneralManagers	General Managers	2/2/2002 12:19pm	41
OfficeTest	All Test folks in Office	2/2/2002 12:15pm	2,0
ProgramManagers	All Program Managers in Microsoft	2/2/2002 12:19pm	14,7
XBoxEnth	XBox Enthusiast	2/2/2002 12:30pm	4,5

Fig. 10

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1100

1110 ↗ **Identification**
Enter the name and description of the Audience.
Names cannot have spaces and consists only of alphanumeric characters. Duplicate names are not allowed.

Name: BPGFTE
Description: All Fulltime staff of BPG

1120 ↗ **Rules**
Summary information about the rules that make up this Audience Definition.
Select whether Audience members will satisfy ALL the rules you enter or ANY of the rules you enter.
Members of this Audience satisfy:
 ALL the rules
 ANY of the rules
1. MEMBER_OF 'BPGAll'
2. EmployStatus EQUALS 'FTE'
Click this link to see and manage the list of rules that are contained in this Audience Definition.
Manage Audience Definition Rules

1130 ↗ **Statistics**
Information about how many users belong to this audience. This information is only available after the Audience has been compiled.
Number of Members: <not computed>
Last Time Compiled: <not compiled>

OK Cancel

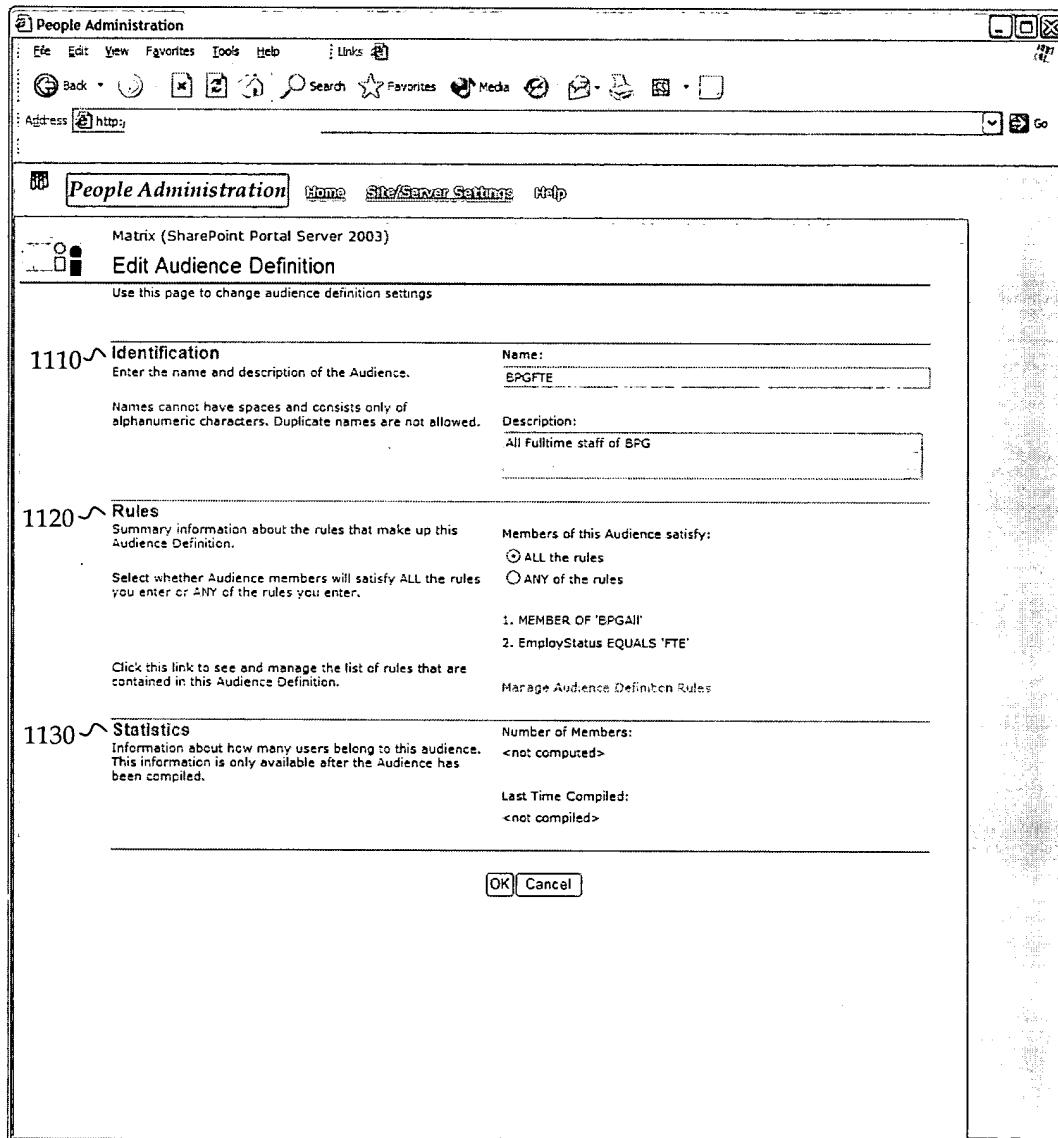


Fig. 11

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1200

The screenshot shows a web browser window titled "People Administration". The address bar indicates the URL is "http://". The main content area displays a list of users matching an audience named "BPGfte". The page header includes "Matrix (SharePoint Portal Server 2003)" and "View Audience Membership of BPGfte". It also shows the last compilation date and time: "Last Compiled: 02/12/2004 1:59PM" and "Members: 5". The data is presented in a table with columns: "Account Name", "Preferred Name", and "Email". The listed users are:

Account Name	Preferred Name	Email
Jeff	Jeff Jones	jeff@company.com
Frank	Frank Samuel	frank@company.com
Sandy	Sandy Ruben	sandy@company.com
Alice	Alice Kratz	alice@company.com
Mark	Mark Magers	mark@company.com

Fig. 12

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1300

People Administration

Matrix (SharePoint Portal Server 2003)

Manage Audience Definition Rules: BPGfte

Use this page to manage the Rules that define an Audience.

Operand	Operator	Value
USER	MEMBER OF	'SPGAII'
EmployStatus	EQUALS	'FTE'

Fig. 13

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1400

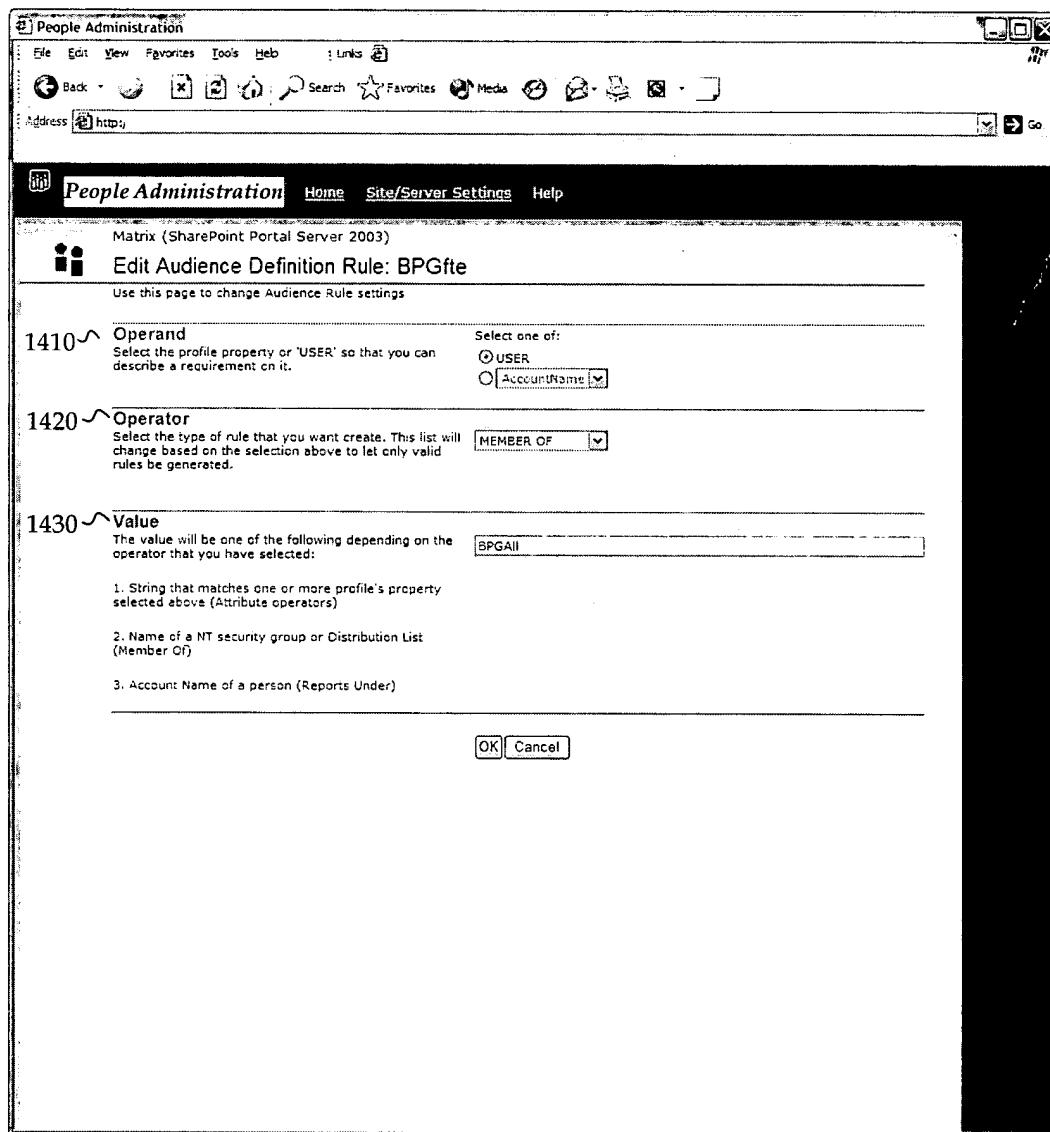


Fig. 14

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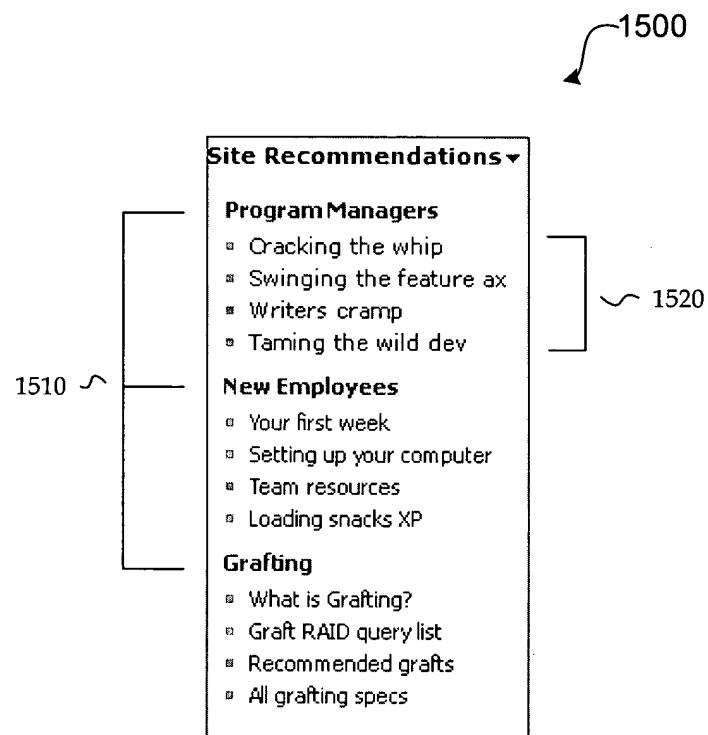


Fig. 15